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(72) Inventor; and	(75) Inventor/Applicant (<i>for US only</i>): RAINSFORD, Patrick, J. [IE/IE]; 80 Park Avenue, Sandymount, Dublin 4 (IE).	Published	<i>Without international search report and to be republished upon receipt of that report.</i>
(74) Agents: BAILLIE, IAIN, C. et al.; Langner Parry, 52-54 High Holborn, London WC1V 6RR (GB).			
(54) Title: INTERACTIVE SYSTEM			
<pre> graph LR subgraph Source [Source] S[VIDEO SOURCE] --> DS[DATA SEQUENCE] DS --> MUX DS --> S2[1015 MPEG-2 VIDEO] DS --> S3[1025 MPEG-2 AUDIO] DS --> S4[1020 DIGITAL CONTROL DATA] S2 --> MUX S3 --> MUX S4 --> MUX end MUX --> HeadEnd[HEAD-END] HeadEnd --> DVB[20 DVB] DVB --> Broadcast[31 FREE-TO-AIR BROADCAST] Broadcast --> House[30] HeadEnd --> Stream[1001 MPEG-2/DVB TS STREAM] Stream --> MultipleSubscribers[MULTIPLE HOME SUBSCRIBERS] MultipleSubscribers --> PSTN[PSTN, ISDN, XDSL, SATELLITE] HeadEnd --> Internet[INTERNET] Internet --> Modem[45 MODEM] Modem --> MultimediaPC[MULTIMEDIA PC + SATELLITE RECEIVER CARD] MultimediaPC --> SetTopBox[60 SET-TOP BOX] SetTopBox --> TV[55 TV] </pre>			
(57) Abstract			
<p>An interactive system provides a video programme signal and generates interactive content data to be associated with at least one object within a frame of the video programme. The interactive content data is embedded with the object and the object is tracked through a sequence of frames and the interactive content data is embedded into each one of the frames. The programme frames with the embedded data are multiplexed with video and audio signals and may be broadcast. A receiver identifies an object of interest and the embedded data associated with the object is retrieved. The embedded data may be used for e-commerce.</p>			